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MS AF
REPLY UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE
EXAMINING GROUP

UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH

In Re the Application of: I. BENTOLILA et al.)	
Serial No.: 10/043,714)	Examiner: Nguyen Ba, Hoang Vu A.
Filed: January 9, 2002)	Group Art Unit: 2623
For: SYSTEM, METHOD, AND SOFTWARE)	Confirmation No.: 6438
APPLICATION FOR TARGETED)	
ADVERTISING VIA BEHAVIORAL MODEL)	Response to Final Office Action
CLUSTERING, AND PREFERENCE)	dated March 24, 2008
PROGRAMMING BASED ON BEHAVIORAL)	
<u>MODEL CLUSTER</u>)	

RESPONSE TO FINAL OFFICE ACTION DATED MARCH 24, 2008

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Dear Sir:

Applicant hereby responds to the Final Office Action of March 24, 2008, in the above-referenced patent application. Reexamination, reconsideration and allowance of the rejected claims are respectfully requested in view of the following amendments and remarks. No new matter has been added. Please charge any deficit or credit any surplus to our Deposit Account No. 01-1960. A duplicate copy of this page is enclosed for this purpose.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 9 of this paper.

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